



ADVANCED FASHION DESIGN MERCHANDISING

COURSE DESCRIPTION

The Advanced Fashion Design Merchandising course is designed to provide the serious fashion student knowledge of the various business functions in the fashion industry. The following list of skill standards prepares the student in fashion merchandising with a working knowledge of promotion, textiles, merchandising math, selling, visual merchandising and career opportunities.

STRANDS

Have a basic understanding of the history of fashion

Understand Fashion Products and Research

Understand the concept of retailing positioning

Understand the basics of fashion buying

Understand how fabrics are made and the characteristics of different fabrics

Understand the basics of successful selling

Understand basic merchandising math

Understand the basics of fashion promotion

Understand visual merchandising

Understand the basics of fashion show production

Understand how to find and get jobs in the fashion industry

SKILL CERTIFICATION PERFORMANCE OBJECTIVES: Test # 406